

X COPY

28th year issued weekly

# fashion calendar

'68

APRIL 15

<b>JANUARY</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>FEBRUARY</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	<b>MARCH</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>APRIL</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
<b>MAY</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>JUNE</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	<b>JULY</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>AUGUST</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
<b>SEPTEMBER</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	<b>OCTOBER</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>NOVEMBER</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	<b>DECEMBER</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31



## FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK BEGINNING SUNDAY, APRIL 14, 1968

### EASTER SUNDAY FASHION ACTIVITIES IN NEW YORK CITY

Sunday	EASTER SUNDAY	FABERGE	WALDORF-ASTORIA
April 14	FASHION SHOW	(5 WEST 54TH ST.)	PEACOCK ALLEY
12:00 Noon	"Straw Hat Time at the Waldorf"--show at 1:30. Hats--Adolfo, Emme, Mr. John,		
Dinner	John Meyer of Norwich, Sally Victor. Furs--Reiss & Fabrizio. Bags--Saber. Fragrance and make-up--Faberge. Children's dresses--Cinderella. Fashions by--Countess Alexander, Modern Couture, Leo Narducci, Pattullo-Jo Copeland, Murray Nieman for Hannah Troy, Ellen Tracy. Fashion in DuPont dacron/cotton by--Marie McCarthy for Larry Aldrich, Christian Dior-N.Y., Campioni-Bert Geiger, Hermes, Chuck Howard, Victor Joris for Cuddlecoat, Frank Adams for Junior Accent. Reservations (\$10.00): EL. 5-3000. Waldorf Fashion Director and Commentator: Mia Grau, PL. 5-1127.		

Sunday	EASTER SUNDAY	FABERGE	WALDORF-ASTORIA
April 14	FASHION SHOW	(5 WEST 54TH ST.)	SERT ROOM
12:00 Noon	"Straw Hat Time at the Waldorf"--show at 2:30. Hats--Cesar Rubio. Furs--		
Dinner	Ben Kahn. Bags--Saber. Fragrance and make-up--Faberge. Children's dresses--Cinderella. Fashions by--Countess Alexander, Nat Kaplan, Modern Couture, Leo Narducci, Murray Nieman for Hannah Troy, Pattullo-Jo Copeland, Sportempos. Fashions in DuPont dacron/cotton by--Marie McCarthy for Larry Aldrich, Bill Blass for Maurice Rentner, Christian Dior-N.Y., Hermes, Chuck Howard, Morton Myles for Jeunesse, Stan Herman for Mr. Mort, Monte-Sano. Reservations (\$10.00): EL. 5-3000. Waldorf Fashion Director and Commentator: Mia Grau, PL. 5-1127.		

Sunday	FASHION SHOW AT	MALCOLM STARR	HOTEL PLAZA
April 14	EASTER LUNCHEON		TERRACE & PERSIAN RMS.
12:30 P.M.	Summer collection by Elinor Simmons for Malcolm Starr, available at Lord &		
Luncheon	Taylor. Reservations (\$11.00): PL. 9-7010. Fashion Show Director: Mary Alice Rice, PL. 2-5726.		

Sunday	FUR FASHIONS AT	EMBA MINK BREEDERS;	HOTEL PLAZA
April 14	BENEFIT LUNCHEON	THE FOUKE FUR CO.	GRAND BALLROOM
1:00 P.M.	"Vote the Fur Party--Fall '68". Annual benefit luncheon for Easter Seal		
Luncheon	Appeal, NYC. Produced by: The Fashion Coordinators. Reservations (\$20 -- includes luncheon, drink, dancing, gratuities): J. Fritsche, MU. 8-4886. Contact: EMBA--Virginia Casey, PE. 6-9516; Fouke--Ann Linn, 572-4648.		

Monday	PRESS LUNCHEON:	THE GORHAM COMPANY	CHATEAU MADRID
April 15	"FIESTA"		LEX. AVE. & 48TH ST.
11:30 A.M.	The Gorham Company will introduce "Hispana" a new silverware pattern. By invitation. Publicity: Ted Materna Associates, PL. 3-3240.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday April 15	OPENING OF ADVANCE FALL COLLECTION Continuous showings, by appointment. Contact: LA. 4-7900.	GAYLE KIRKPATRICK	530 SEVENTH AVENUE SHOWROOM - 29TH FLOOR
Beginning Monday April 15	OPENING OF EARLY FALL COLLECTION Continuous showings of dresses, suits and costumes. Contact: Ann Pearson, 565-2544.	LITO MANALANG FOR DEBSHIRE	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR By appointment.
Beginning Monday April 15	OPENING OF EARLY FALL COLLECTIONS Dresses, coats, suits, ensembles designed by Tony Ruocco. Dress contact: Arnold Greenwald, 564-4650. Coat and suit contact: Suzanne Baker, 564-4650.	BARDLEY BY ABBE RABINER	512 SEVENTH AVENUE SHOWROOM - 33RD FLOOR
Beginning Monday April 15	EARLY FALL COLLECTION Continuous showings of dresses and ensembles, designed by Beverlee Regan. By appointment. Contact: Judy Harvey, 736-6190.	MARC DOUGLAS	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday April 15	EARLY FALL COLLECTION By appointment. Contact: Stuart Kreisler or Gerald Shaw, LA. 4-9350.	OSCAR DE LA RENTA BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Monday April 15	ADVANCE FALL COLLECTION Also introducing a special new group of late-day fashions. By appointment. Contact: Bob Miller, LO. 4-3470.	EDIE GALDSTONE FOR DEEBS	512 SEVENTH AVENUE SHOWROOM - 44TH FLOOR
Beginning Monday April 15	LATE SUMMER AND ADVANCE FALL COLLECTION Continuous showings. Contact: Janet Bonomo, 594-5660.	LEO NARDUCCI	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Monday April 15	ADVANCE FALL COLLECTION Continuous showings of advance Fall collection designed by Levino Verna. Contact: Pam Lawrence, WI. 7-2055.	MARDI GRAS	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Beginning Monday April 15	ADVANCE FALL COLLECTION Continuous by appointment. Contact: CH. 4-3815.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Monday April 15	FALL CAPSULE COLLECTIONS Continuous showings of day, afternoon, evening, at-home wear through April 19. Contact: LA. 4-2640. Thereafter by appointment at: Ingrid Cado, 37 W. 57th, 12th floor, 355-1690; and Judith Wister, 47 W. 55th, 2nd floor, 246-3808.	INGRID CADO; JUDITH WISTER	488 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday April 15	OPENING: ADVANCE FALL COLLECTIONS Designed by Ronnie Simon. Contact: BR. 9-0952.	PARNES-FEINSTEIN; P.F. KNITS	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday April 15	ADVANCE FALL COLLECTION Continuous showings. Contact: Al Davis or Helen Presser, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR



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Beginning Monday April 15	ADVANCE FALL COLLECTION Continuous showings, by appointment. Contact: LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Beginning Monday April 15	OPENING: FALL COLLECTION Continuous showings, by appointment, of separates and coordinates--skirts, shirts, jackets, pants, knits, leathers--designed by Maria Prinzi. Contact: 279-8120. Publicity: Eleanor Lambert, MU. 8-2130.	TUDOR SQUARE SPORTSWEAR	1407 BROADWAY SHOWROOM - 21ST FLOOR
Beginning Monday April 15	EARLY FALL COLLECTION Continuous showings of sportswear and separates. Contact: Joan Christenson, 594-2100.	LOOMTGS, INC.	1407 BROADWAY SHOWROOM - 35TH FLOOR
Beginning Monday April 15- April 25	LONDON FASHIONS FOR FALL Coats and suits by: Astraka, Bickler, Chez Vera, Clarewood, Ellis Bridals, London Waterproof Co., Mary Quant, Rensor, Rodex, Valstar. By appointment. Contact: Joan Hardy, PL. 2-8400.	CLOTHING EXPORT COUNCIL (LONDON, ENGLAND)	HOTEL WARWICK 6TH AVE. & 54TH ST.
Monday April 15- May 10	IRISH TWEED FALL FASHIONS Showings of Irish tweed dresses, coats, suits. By appointment. Contact: Ronald Byford, PL. 5-5800. Publicity: Ruth Hammer Associates, 246-4818.	STRELITZ OF IRELAND	ST. MORITZ HOTEL PRIVATE SUITE
Tuesday April 16 12:00 Noon Luncheon	ADVANCE FALL COLLECTION Showing of advance Fall day-into-evening collection, followed by champagne luncheon. By invitation. Thereafter by appointment. Contact: Marcella Wolfe, BR. 9-8575.	MR. BLACKWELL (719 S. L.A. ST., L.A.)	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday April 16 2:30 P.M.	EARLY FALL COLLECTION Designed by Sony Schotland. (Preview, Thurs., April 11 at 3:30.) Daily at 2:30. Contact: Mr. Gross, LA. 4-5511.	GOLET ORIGINALS	225 WEST 37TH STREET SHOWROOM - 12TH FLOOR
Tuesday April 16 3:45 P.M.	PREVIEW: FALL LEATHER AND FABRIC COLLECTION Designed by Monika. By invitation. Thereafter in showroom, by appointment. Contact: Betty Hanson, WI. 7-4407.	MALLORY (530 SEVENTH AVE.)	HOTEL DELMONICO CRYSTAL ROOM
Tuesday April 16 4:30 P.M. Cocktails	SIXTEENTH ANNUAL COTTON FASHION AWARD The 1968 Cotton Fashion Award will be presented to Chester Weinberg. "Blue Ribbon Cottons" fashion show by this year's and past winners at 5:00. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	NATIONAL COTTON COUNCIL OF AMERICA	HOTEL PLAZA BALLROOM
Beginning Tuesday April 16	ADVANCE FALL COLLECTION Continuous showings. Contact: Ellen Roselle, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Tuesday April 16	OPENING: ADVANCE FALL COLLECTIONS Leather and sportswear and advance Fall couture by Bill Smith. By appointment. Contact: LA. 4-4562.	SAMUEL ROBERT, INC.	1407 BROADWAY SHOWROOM - 27TH FLOOR



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Beginning Tuesday April 16	EARLY FALL COLLECTIONS Continuous showings.	ARKAY; RAPPI Contact: LO. 5-2626.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Tuesday April 16- April 19	ITALIAN READY-TO-WEAR; BOUTIQUE COLLECTIONS April 16: 10:30 A.M. Opening ceremony, Palazzo Vecchio April 19 11:30 A.M. Emilio Pucci, Lancetti, Galitzine, Enzo, Mila Schoen, Fabiani, Antonelli, Balestra, Baratta, Heinz Riva, Barocco 6:00 P.M. Guidi, Schuberth, Centinaro, Faraoni, Marucelli, Sarli, Gregoriana, Tita Rossi, Fontana, Carosa, Tiziani April 17: 10:00 A.M. Avolio, Baldini, Franco Bertoli, Livio De Simone, Wanda Roveda, Ferragamo, Gibo, Glans, Princess Luciana, Krizia, Ken Scott, Luciani Da Verona, Cilla, Lux Sport, Vog, Caumont, Paola Davitti, Billy Ballo, Nucci D'Angio, Eguzquiza, Lo Scarabocchio, De Parisini, Valditovere April 18: 10:00 A.M. Missoni, Trico, Celli, Ferrero, Cadette, Albertina, Maljana, Noni Sport, Nardini, Naka, Laura Aponte, Mirsa, Avagolf Contact: Centro di Firenze per la Moda Italiana, 1 via Tornabuoni, Florence	CENTRO DI FIRENZE PER LA MODA ITALIANA	PITTI PALACE FLORENCE, ITALY
April 16- April 30	FIFTY-SECOND SWISS FASHION WEEKS--FALL/WINTER '68-'69. Modewochen Zuerich, Utoquai, 37, 8008 Zurich.	Contact: Schweizer Phone: 32-71-78.	
Wednesday April 17 8:30 P.M. Breakfast	PREVIEW OF FALL COLLECTION Showing of shirts and separates, designed by Melba Hobson, at 9:15. By invitation. Thereafter by appointment, 1407 Broadway, 29th floor. Contact: 244-3650. Publicity: Lynda Gilman, Ovesey & Co., PL. 9-8880.	TANNERWAY	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Wednesday April 17 10:30 A.M. & 2:30 P.M.	OPENING: FALL LEATHER AND SUEDE COLLECTION Fall leather, suede, fur fashions designed by Viola Sylbert. By invitation. Thereafter by appointment. Contact: WI. 7-0107.	VIOLA SYLBERT FOR ALBERT ALFUS, INC.	500 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Cancelled April 17	JAEGER & YOUNG JAEGER FALL PREVIEW, ORIGINALLY SCHEDULED FOR WED., APRIL 17 AT 11:00 A.M., HAS BEEN CANCELLED. (Opening Tues., April 30--See pg. 13)		
Wednesday April 17 12:30 P.M.	"ART ON PARADE": LUNCHEON SHOW Reservations (\$5.50): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE2-8212.	THEODORE BERA GALLERY	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday April 17 3:00 P.M.	PRESS PREVIEW OF MADE-TO-ORDER FURS Press preview of custom-order furs, designed by Emeric Partos. By invitation. Publicity: Susan Fine, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Wednesday April 17 4:00 P.M. Cocktails	PRESS PREVIEW: FALL FASHIONS Fall skirts, shirts, knits; and introducing L.M. Couture. Show at 4:30. By invitation. Contact: Rena Lustberg, 765-1250.	LADY MANHATTAN (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Beginning Wednesday April 17	FALL COLLECTIONS AND JUNIOR LINGERIE Daily informal showings of transition cottons, back-to-school dresses, costumes, sportswear; Alexa wools; Bianca junior lingerie. Contact: Audrey Brock, OX. 5-6440.	LANZ; ALEXA; BIANCA	1407 BROADWAY SHOWROOM - 26TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 18 10:00 A.M.	OPENING OF ADVANCE FALL COLLECTION Also April 23, 25 at 10:00 A.M. By reservation. Publicity: Ruth Hammer Associates, 246-4818.	FRANK GALLANT	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR Contact: LA. 4-7285.
Thursday April 18 10:30 A.M.	ADVANCE FALL COLLECTION Fall collection designed by Shannon Rodgers. Also April 23 at 1:30. By invitation only. Contact: Jean Dionne, CH. 4-7522 or CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday April 18 11:30 A.M.	ADVANCE FALL COLLECTION Showing of cocktail and evening fashions. Also April 23, 24, 30 at 9:30 A.M. By invitation. Contact: Abe Goldner, PE. 6-0151.	CAMEO EVENING; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday April 18 12:30 P.M. Luncheon	COTTON FASHIONS BY LEADING DESIGNERS "Artists & Models"--Spring-Summer collection by leading designers in Galey & Lord fabrics. Press by invitation. Public by reservation (\$5.50): Banquet Dept., PL. 9-7010. Plaza Fashion Show Director: Mary Alice Rice, PL. 2-5726. Publicity: Rosemary Sheehan, 554-5948.	GALEY & LORD (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Thursday April 18 2:30 P.M.	ADVANCE FALL COLLECTION Designed by Ole Borden. By appointment thereafter. Hooper. Contact: Murray Solomon, LO. 4-3600.	REMBRANDT, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR Publicity: Terrence
Thursday April 18 3:00 P.M.	PRESS PREVIEW: SKIWEAR '68-'69 Showing of the "New Looks for the Slopes in Caprolan". By invitation only. Publicity: Pat McManus, Donald Degnan Associates, 867-0808.	ERNST ENGEL	1407 BROADWAY SHOWROOM - 27TH FLOOR
Thursday April 18 4:00 P.M. - 6:00 P.M.	PAN AMERICAN FASHION SHOW Presentation of Latin American fashions to honor N.Y.C. salute to Pan-American Week. <u>Show at 4:45</u> . By invitation. Contact: Terry Mayer, OX. 7-7292.	CELANESE FIBERS; NYC PUBLIC EVENTS DEPT.	PHILHARMONIC HALL LINCOLN CENTER
Beginning Thursday April 18	ADVANCE FALL COLLECTION Designed by George Nardiello. Contact: WI. 7-7457.	KIKI HART	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Thursday April 18	ADVANCE FALL COLLECTION Continuous showings of casual dresses, ensembles, imported knits, designed by Jeannene Booher. Contact: LO. 3-6126. Publ.: Essie Pinsker, WI 7-2514.	CLARET ORIGINALS	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Thursday April 18	ADVANCE FALL COLLECTION "Fall Begins" at continuous showings. Contact: 524-3818.	STANLEY HERMAN FOR MR. MORT	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Friday April 19 9:00 A.M. Breakfast	PRESS PREVIEW: IRISH LINENS "The Irish Linen Derby"--ready-to-wear for women and children; and table linens. By invitation. Publicity: Jeri Savidge, WI. 7-3300.	LORD & TAYLOR	DISCOVERY SHOP STREET FLOOR



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Friday April 19 9:00 P.M.	SEVENTH ANNUAL BOTTICELLI BALL Highlights of Summer collection by Oscar de la Renta. Shoes: David Evins. Jewelry: Kenneth J. Lane. Cleopatra wigs: Mr. Carl. Make-up: Steve Nelson. Fashion Show Chairman: Lisa Curtis. Tickets: \$80.00 per couple; contact: Mrs. John G. Phillips, RH. 4-2985. Publicity: RH. 4-2988.	ORPHANS OF ITALY, INC.	HOTEL PLAZA BALLROOM
April 20- April 24	FIFTH ANNUAL SNOW SHOW, Sheraton-Atlantic Hotel, 8th, 9th, 10th floors. Contact: Ski Council of America, 415 Madison Avenue, TR. 4-3030.		
Saturday April 20- April 25	SKI FURS AND SKATING FURS Daily continuous showings of fur parkas, skicoats, sportcoats, skating costumes, and apres-ski wear for men, women, children. Refreshments. (Preview, by invitation, Mon., April 22 at 9:00 A.M.) Contact: Albert Gompertz, 736-8516. Publicity: Lisa Curtis, 684-7444.	MR. FRED FOR FUR AND SPORT	224 WEST 30TH(2 BLKS. FROM STATLER-HILTON)
Saturday April 20	PRET-A-PORTE SHOWINGS IN PARIS (April 20-April 25) Contact: Bruno du Roselle, 69, rue de Richelieu, Paris 2, France		
Sunday April 21- April 25	FIFTEENTH ANNUAL SKI TRADE SHOW One hundred-fifty member firms will show ski apparel, equipment, footwear, and accessories. Contact: Ralph des Roches, 689-1266.	SKI INDUSTRIES AMERICA (432 PARK AVENUE SOUTH)	STATLER-HILTON HOTEL 7TH AVE. & 33RD ST.
Sunday April 21- April 27	CALIFORNIA FALL CAPSULE COLLECTION By appointment. Contact: Stanley Lieberman, 213-MA. 7-1383.	STANLEY NELSON (217 E. 8th ST., L.A.)	HOTEL PLAZA PRIVATE SUITE
April 22	MR. FRED FOR FUR AND SPORT PREVIEW AT 9:00 A.M. (See above)		
Monday April 22 10:30 A.M.	PREVIEW: FALL COATS AND SUITS Showing of Fall coats and suits. By invitation. Thereafter by appointment, private suite. Contact: 279-9243 or PL. 9-3000.	RONDINA-MANZO, INC.	HOTEL PLAZA WHITE & GOLD SUITE
Monday April 22 10:30 A.M. & 11:00 A.M.	EARLY FALL COLLECTIONS Leonard Arkin, 10:30; Andrew Arkin, 11:00. By reservation. Thereafter by appointment. Contact: WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday April 22 11:45 A.M.	ADVANCE FALL COLLECTION Designed by Anthony Muto. Contact: Jean Palitz, PE. 6-1351.	JOBBERE	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Monday April 22 12:00 Noon	EARLY FALL COLLECTION By reservation. Thereafter by appointment. Contact: WI. 7-0152.	PAUL BLUMENSTEIN & ALISON	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday April 22 12:00 Noon	ADVANCE FALL COLLECTION By appointment. Contact: CH. 4-3169. Publicity: Stutman Assoc., 247-2662.	MODERN COUTURE	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Monday April 22 3:00 P.M.	PREVIEW: EARLY FALL COLLECTION By invitation. Thereafter by appointment. Contact: 244-2700.	GINALA	500 SEVENTH AVENUE SHOWROOM - 15TH FLOOR



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Monday April 22 4:00 P.M.	ADVANCE FALL COLLECTION Also Monday, April 29 at 4:00. Contact: PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Monday April 22 5:00 P.M.	ADVANCE FALL COLLECTIONS Fall ready-to-wear by: Jean-Marie Armand, Castillo, Jacques Heim, Jeanne Lanvin, Guy Laroche, Jean Patou, Madeleine de Rauch, Emanuel Ungaro, Philippe Venet. Also April 30 at 9:30; and continuous, by appointment. Contact: 755-7171.	PARIS COLLECTIONS	1 EAST 54TH STREET SHOWROOM - 6TH FLOOR
Monday April 22 6:00 P.M. Cocktails- Dinner	37TH ANNUAL CARNATION BALL Salute to Mexico, host nation for Summer Olympics. Humanitarian Award to former Mayor Robert F. Wagner. Contact: Arthur Zwiebel, Suite 5816, Empire State Bldg., WI. 7-0795.	CHILDREN'S ASTHMA RESEARCH INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday April 22	ADVANCE FALL COLLECTION Continuous showings, by appointment. Contact: WI. 7-8235.	DONALD BROOKS	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Monday April 22	CALIFORNIA FASHIONS IN NEW YORK Fall capsule collection, by appointment. Contact: Rod Owens, 213-627-5257.	CAMPIONI-BERT GEIGER (122 E. 7TH ST., L.A.)	HOTEL PLAZA PRIVATE SUITE
Beginning Monday April 22	EARLY FALL CAPSULE COLLECTION Designed by Dorothy Arden. Continuous, by appointment. Contact: 594-0220.	ARBE ORIGINALS	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Monday April 22	ADVANCE FALL COLLECTION Continuous showings. Contact: LO. 5-3250. Publ: Betty Flannery, LE2-2571.	RAFFAELE ORIGINALS	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Monday April 22	ADVANCE FALL COLLECTION Daily continuous showings. Contact: LO. 3-3035.	ROYAL LYNNE	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Monday April 22	ADVANCE FALL COLLECTION Hand-dyed printed silk jersey and Ban-Lon fashions; and introducing a complete line of Bandura, and solid colors. Contact: Helen Kordan, 524-4213.	FERRO	550 SEVENTH AVENUE SHOWROOM - PENTHOUSE
Beginning Monday April 22	EARLY FALL COLLECTION Continuous showings, by appointment. Contact: LA. 4-8126.	CARMINE PORCELLI FOR JOSEPH PRUZAN	499 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Monday April 22	ADVANCE FALL COLLECTION Contact: Mabel Glemby, LA. 4-9350. Publicity: Eleanor Lambert, MU. 8-2130.	OSCAR DE LA RENTA	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Monday April 22	ADVANCE FALL COLLECTION Continuous showings. Contact: George Rappaport, CH. 4-3558.	PETTI 4'S	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR



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Beginning Monday April 22	ADVANCE FALL COLLECTION Continuous showings. Contact: LA. 4-2880.	THE SIDNEYS	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Monday April 22	CALIFORNIA FASHIONS IN NEW YORK By appointment. Contact: Dolores Byers, 213-627-9154.	TRAVILLA (122 E. 7TH ST., L.A.)	HOTEL PLAZA PRIVATE SUITE
Beginning Monday April 22	EARLY FALL COLLECTION By appointment. Continuous thereafter. Contact: Miss Fritz, LO. 5-4115.	NAT KAPLAN	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Monday April 22	ADVANCE FALL AND TRANSEASON COLLECTION By appointment. Contact: Kay Farmer, OX. 5-4812.	HOUSE OF JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Beginning Monday April 22	ADVANCE FALL COLLECTION Continuous showings. Contact: Miss Betsy, 736-1076.	AQUANALA (DIV. ORIGINALA)	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR
Beginning Monday April 22	FALL CAPSULE COLLECTION Cocktail-evening collection, by appointment. Contact: 755-5529.	EVA HAYNAL	14 EAST 52ND STREET SHOWROOM - 3RD FLOOR
Beginning Monday April 22	EARLY FALL COLLECTION By appointment. Contact: 279-0710.	DYNASTY OF HONG KONG, LTD.	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Monday April 22	EARLY FALL COLLECTION Young couture fashions, designed by Richard Segrin.	GEMINI	1400 BROADWAY SHOWROOM - 32ND FLOOR Contact: CH. 4-0241.
April 22	THIRTY-SECOND NATIONAL CHILDREN'S WEAR ASSN IN LONDON (April 22-24)		
Tuesday April 23 9:30 A.M. Breakfast	PRESS PREVIEW: NEW ROOM SETTINGS "Scenes From the Quiet Place"--eight Spring-Summer rooms designed by Barbara D'Arcy. By invitation. (For Release, Wed., April 24.) Publicity: Judith Jackson, PL. 2-1212.	BLOOMINGDALE'S	5TH FLOOR
Tuesday April 23 9:30 A.M.	EARLY FALL COLLECTION Also April 25, 30, May 2 at 9:30. Contact: WI. 7-4551.	TIFFEAU-BUSCH	550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday April 23 10:00 A.M.	ADVANCE FALL COLLECTION Also April 24, 25 at 10:00. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday April 23 10:00 A.M.	ADVANCE FALL COLLECTION By invitation. Thereafter by appointment. Contact: CH. 4-1542.	BEN REIG	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday April 23 10:30 A.M.	ADVANCE FALL COLLECTION Also April 26, 30, May 2 at 10:30. By reservation. Contact: LO. 3-5650.	PATTULLO-JO COPELAND	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 23 10:30 A.M.	ADVANCE FALL COLLECTION Also April 24, May 1 at 10:30. By reservation. LO. 4-2155.	CHUCK HOWARD	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR Contact: Lucille Tice,
Tuesday April 23 11:30 A.M.	ADVANCE FALL COLLECTION Designed by Belle Saunders and August de Lorenzo. Also showing Tuesday, April 30 at 11:30. By reservation. Thereafter continuous. Contact: LO. 4-9194. Publicity: Betty Yarmon, TR. 9-7112.	ABE SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday April 23 11:30 A.M.	FALL COLLECTION Also May 1 at 11:30. By reservation. Contact: BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday April 23 12:00 Noon	ADVANCE FALL COLLECTION Also April 25, 30 at 12:00 Noon. By reservation. Contact: LA. 4-0237.	HAROLD LEVINE	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday April 23 12:30 P.M. Luncheon	FASHION SHOWING AT BENEFIT LUNCHEON Spring collections by The Schraders will be shown at a benefit for Morris Margulis Cancer Foundation. Contact: Mrs. Frank Margolis, 436-Beach 142nd St. Fashion Show Coordinator: Phyllis Youngheart, PL. 1-0752.	EASTERN AIRLINES	ST. REGIS ROOF
Tuesday April 23 2:30 P.M.	ADVANCE FALL COLLECTION Designed by Marie McCarthy. Also showings April 24, 30 at 2:30. By reser- vation. Contact: CH. 4-1872.	LARRY ALDRICH ASSOCIATES	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday April 23 2:30 P.M.	EARLY FALL COLLECTION Also April 25 at 2:30. By reservation. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday April 23 4:00 P.M.	ADVANCE FALL COLLECTION Designed by Elinor Simmons. Also showing April 25, 30 at 4:00. By reser- vation. Contact: Roslyn Shoenthal, 594-0030.	MALCOLM STARR	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday April 23 4:30 P.M. Cocktails	GIRLS' BACK-TO-SCHOOL "COLORIFIC" FASHIONS For 3-6x, 7-14, and toddlers. By invitation. Contact: Barbara Tribelhorn, 695-7087.	RUTH OF CAROLINA (130 WEST 34TH STREET)	WEAVER'S CLUB 111 WEST 40TH STREET
Tuesday April 23 5:15 P.M.	PREVIEW: FALL AND OPENING OF NEW COMPANY The first day-to-night collection by Anne Klein. Followed by housewarming. By invitation. Contact: Meeghan or Judy, 279-9915.	ANNE KLEIN AND COMPANY	205 WEST 39TH STREET SHOWROOM - 3RD FLOOR
Tuesday April 23 6:00 P.M.- 8:00 P.M.	SHOWING OF RUSSIAN DESIGNER FASHIONS Russian designer fashions. By invitation. Contact: Dana Lombard, 867-2000, Ext. 2364.	CELANESE FIBERS	CORCORAN GALLERY WASHINGTON, D.C.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday April 23	ADVANCE FALL COLLECTION Designed by Frances Prisco, at continuous showings.	TED BROWN	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR Contact: LO. 4-9311.
Beginning Tuesday April 23	ADVANCE FALL COLLECTION Designed by Monte Streitfield. Contact: Marilyn, 695-7410.	STREGA NEW YORK	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Beginning Tuesday April 23	ADVANCE FALL COLLECTION Informal showings, by appointment. Publicity: Robert Presser. Contact: Bill Levin, CH. 4-3877.	CHESTER WEINBERG	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Tuesday April 23	ADVANCE FALL COLLECTION Continuous showings. Contact: Shirley Ornstein, LO. 4-9115.	ANNE FOGARTY	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Tuesday April 23	ADVANCE FALL COLLECTION Continuous by appointment. Contact: Ruth Rubenstein, 524-9846. Publicity: Leslie Cunningham, 889-5198.	ELGEE BOVE, INC.	530 SEVENTH AVENUE SHOWROOM - PENTHOUSE
Wednesday April 24 9:30 A.M.	ADVANCE FALL COLLECTION Also May 1 at 9:30. By reservation. Contact: JU. 2-2317.	MONTE-SANO	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Wednesday April 24 10:30 A.M.	ADVANCE FALL COLLECTION By reservation. Thereafter by appointment. Contact: LA. 4-5923.	WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Wednesday April 24 11:00 A.M.	ADVANCE FALL COLLECTION Also April 29 at 11:00. By reservation. Contact: 524-4510.	GINO CHARLES	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday April 24 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON "At Home and Party Fashions" by Ann y Tempa. Reservations (\$5.50): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.	ANN Y TEMPA (NOROTON, CONN.)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday April 24 1:00 P.M.	EARLY FALL COLLECTION Also April 25, 30 at 1:00. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday April 24 2:00 P.M.	OPENING OF EARLY FALL COLLECTION Informal showings thereafter. Contact: Teri or Gayle, PE. 6-2291.	BARBERINI, LTD.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Wednesday April 24 2:30 P.M.	ADVANCE FALL COLLECTION By reservation. Contact: PE. 6-6983.	MISS BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Wednesday April 24 2:30 P.M.	ADVANCE FALL COLLECTION Also April 30 at 2:30. By invitation only.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 24 3:30 P.M.	EARLY FALL COLLECTION Thereafter by appointment. Contact: Valerie Ward, LW. 4-2717.	MOE NATHAN	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Wednesday April 24 4:00 P.M.	EARLY FALL COLLECTION Designed by Mario Forte. By reservation. Contact: 564-7832.	HANDMACHER-VOGEL	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday April 24 4:00 P.M.	ADVANCE FALL COLLECTION By invitation. Thereafter by reservation. Contact: 736-6180.	ADRI	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday April 24 4:00 P.M. Cocktails	PREVIEW: FALL- WINTER LINGERIE Preview of lingerie, foundations, night things, junior and Pucci collections. <u>Show at 4:30.</u> By invitation. Contact: Ann Fulton, MU. 2-1333.	FORMFIT ROGERS (530 FIFTH AVENUE)	SUMMIT HOTEL EMBASSY "A" ROOM
April 24	HANNAH TROY'S PRESS PREVIEW AT 5:00 P.M. (Opening April 25 at 1:00)		
Beginning Wednesday April 24	ADVANCE FALL COLLECTION Daily informal showings by appointment. Contact: LW. 4-0454.	GEOFFREY BEENE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday April 25 10:30 A.M.	PREVIEW OF FALL COLLECTION Preview for press and buyers of fur-lined cloth coats and ensembles; and fur-lined all-weather coats. By invitation only. Thereafter daily at: 9:30, 11:30, 3:00, by appointment. Contact: Miss Gwen, 565-4632.	STYLE TRENDS, INC.	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday April 25 11:00 A.M.	ADVANCE FALL COLLECTION By appointment. Contact: 564-3857.	ANDREW WOODS	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday April 25 12:00 Noon	ADVANCE FALL COLLECTION Also April 30 at 12:00. By reservation. Contact: BR. 9-5012.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday April 25 1:00 P.M.	OPENING OF EARLY FALL COLLECTION Also May 1 at 1:00 P.M. By reservation. ( <u>Press Preview, Wed., April 24, at 5:00, by invitation; see above.</u> ) Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Thursday April 25 1:00 P.M.	ADVANCE FALL COLLECTION Also April 26, 30 at 1:00. Contact: PE. 6-0206.	HARVEY BERIN	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday April 25 2:30 P.M.	ADVANCE FALL COLLECTION Also April 30, May 2 at 2:30. By appointment. Contact: Estelle Marr, LO. 3-1600.	TRIGERE	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday April 25 4:00 P.M.	PREVIEW SHOWING: EARLY FALL COATS Adolph Blank and Martino coats, including the new Trevira group. Also April 26 at 1:00. By invitation. Thereafter by appointment. Contact: LO. 3-6380.	ADOLPH BLANK	512 SEVENTH AVENUE SHOWROOM - 33RD FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 25 5:00 P.M.	ADVANCE FALL COLLECTION By invitation only. Thereafter at showroom (11th floor) by appointment. Contact: CH. 4-2616.	SAMUEL WINSTON (530 SEVENTH AVENUE)	REGENCY HOTEL BALLROOM
Friday April 26 10:30 A.M.	ADVANCE FALL COLLECTION Designed by Morty Sussman. By invitation. Thereafter by appointment. Contact: Helen Borger, BR. 9-1195.	MATTY TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Friday April 26 11:30 A.M.	ADVANCE FALL COLLECTION Designed by Philippe Tournaye. By reservation. Continuous thereafter. Contact: LO. 4-9194. Publicity: Betty Yarmon, TR. 9-7112.	M.S. COUTURE	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Friday April 26 2:30 P.M.	ADVANCE FALL COLLECTION Designed by Philippe Tournaye. By reservation. Continuous thereafter. Contact: LO. 4-9194. Publicity: Betty Yarmon, TR. 9-7112.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Sunday April 28 6:00 P.M. Cocktails	FALL-WINTER BRIDAL FASHIONS "Weddings, American Style"--preview of Fall-Winter bridal fashions. By invitation. Contact: Eleanor Pontius, MU. 9-5900.	BRIDE'S MAGAZINE (420 LEXINGTON AVENUE)	N.Y. HILTON HOTEL MERCURY BALLROOM
Monday April 29 10:00 A.M.	ADVANCE FALL COLLECTION Thereafter by appointment. Contact: 288-8651.	ANNEMARIE GARDIN	1345 THIRD AVENUE SHOWROOM - 2ND FLOOR
Monday April 29 12:00 Noon	ADVANCE FALL COLLECTION By reservation. Thereafter by appointment. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday April 29 4:00 P.M.	ADVANCE FALL COLLECTION Also Wed., May 1 at 4:00. By reservation. Contact: OX. 5-1350.	JOHN MOORE	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Monday April 29 5:30 P.M.- 7:30 P.M.	PREMIERE: NEW SALON & CAPSULE COLLECTION Advance Fall ready-to-wear collection for press and buyers. Show at 6:00. By invitation. Thereafter by appointment. Contact: PL. 2-0727.	BABA ORIGINALS	18 EAST 53RD STREET SHOWROOM - 9TH FLOOR
Tuesday April 30 10:30 A.M.	PRESS PREVIEW: FALL COLLECTION Designed by Don Simonelli. By invitation. By appointment until May 20; continuous thereafter. Contact: Hal Krauss, PE. 6-8888.	MODELIA	205 WEST 39TH STREET SHOWROOM - 14TH FLOOR
Tuesday April 30 12:00 Noon	ADVANCE FALL COLLECTION Designed by Bob Bugnand. (Continuous showings, by appointment, beginning Thurs., April 25.) Contact: Miss Joy or Lee Gold, PE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday April 30 12:00 Noon Luncheon	PRESS LUNCHEON: AWARD DESIGNS Designs in lingerie and loungewear. By invitation. Contact: Miss Ford, 689-3900.	COLLINS & AIKMAN (210 MADISON AVENUE)	LA CABANA 146 EAST 57TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 30 3:00 P.M.	PREMIERE OF FALL COLLECTION Showing of Fall collection, designed by Gunter, at opening of new firm. (Note Change of Date.) By invitation. Thereafter continuous, by appointment. Contact: Tita Curtis, LO. 4-5430.	PROJECT II	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday April 30 4:00 P.M. - 7:00 P.M. Cocktails	BEAUTY PRESS PARTY Members of the beauty press are invited to meet David Aylott, chairman of Eylure of London, and preview the newest English "Put-On". By invitation. Contact: Helen Nash or Margaret Greer, PL. 1-3377.	EYLURE OF LONDON	ST. REGIS LOUIS XVI SUITE
Tuesday April 30 5:00 P.M.	ADVANCE FALL COLLECTION Dresses, at-home and evening fashions. By invitation. Contact: 695-5555.	JON HAGGINS, INC. (37 WEST 39TH STREET)	FASHION INST. OF TECH. 227 W. 27TH - 9TH FL.
Beginning Tuesday April 30	INFORMAL MODELING: FALL COLLECTION Coats, suits, pantsuits, dresses, sweaters, shirts and hose. By appointment. Contact: Alan Duddle, 758-6211. Publ.: Eleanor Lambert, MU. 8-2130.	JAEGER & YOUNG JAEGER	430 PARK AVENUE SHOWROOM - 10TH FLOOR
Wednesday May 1 8:00 A.M. Breakfast	"BREAKFAST AT RATNER'S" Fall junior dresses and sportswear by St. Rogue, Oops, Eve Le Coq, Off My Back--in conjunction with N.Y.U. School of Arts, at Central Plaza (above Ratner's). <u>Show at 9:30.</u> By invitation. Contact: Carlyn, 565-6475.	THE MARKET (1407 BROADWAY)	RATNER'S RESTAURANT 111 2ND AVE. (6TH ST.)
Wednesday May 1 3:30 P.M. Cocktails	PREVIEW: FALL LINGERIE <u>Show promptly at 3:30</u> in "The Greenhouse" followed by cocktails in the "Salum Sanctorum". By invitation. Thereafter by appointment in showroom. Contact: Nancy Sheldon, 689-9450.	SIREN LINGERIE (105 MADISON AVENUE)	SIGN OF THE DOVE 3RD AVE. & 65TH ST.
Thursday May 2 10:30 A.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Thereafter daily at 9:30, by appointment. Contact: Arthur Sheer, LO. 5-0274. Publicity: Ruth Hammer Associates, 246-4818.	PHILIP SILLS, INC.; BONNIE CASHIN DESIGNS	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Thursday May 2 12:30 P.M. Luncheon	50TH ANNUAL KNITWEAR CONVENTION New fashion concepts for knitwear and swimwear by: Allied Chemical, American Cyanamid, American Enka, Joseph Bancroft, Celanese Fibers, Dow Badische, DuPont, Eastman Chemical, Hyston, Monsanto, Phillips Fibers, Union Carbide, Wool Bureau. By invitation. Tickets: \$10.00. Producer: Mia Grau, PL. 5-1127. Contact: Edward Brandwein, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASS'N	WALDORF-ASTORIA GRAND BALLROOM
May 5	FALL SHOWINGS IN CALIFORNIA BY L.A. FASHION GUILD. Contact: 213-627-1034.		
Sunday May 5 5:00 P.M. Cocktails	FALL COLLECTION IN CALIFORNIA <u>Show at 5:30.</u> By invitation. Thereafter Tues., May 14 and May 21 at 9:30. Contact: Walter Oppenheimer, 213-MA. 7-0806.	HELGA (722 SOUTH L.A. ST.)	BEVERLY HILLS HOTEL RODEO ROOM
Monday May 6 10:30 A.M.	FALL COLLECTION IN CALIFORNIA By invitation. Contact: 213-623-8112.	STANLEY NELSON	217 EAST 8TH STREET LOS ANGELES, CALIF.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 6 1:30 P.M.	FALL COLLECTION IN CALIFORNIA By invitation. Thereafter by appointment. Contact: 213-627-9154.	TRAVILLA (122 E. 7TH ST.)	BILTMORE HOTEL LOS ANGELES, CALIF.
Monday May 6 3:00 P.M.	SUMMER AND FALL COIFFURE FASHIONS Preview of American press showings prior to Intercoiffure World Congress (May 12) in Athens, Greece. Fashion Director and Coordinator: John Bernard. Press by invitation. Tickets: \$15.00. Contact: Marsha Gerber, 136 East 55th Street, PL. 2-2254.	INTERCOIFFURE- AMERICA	HOTEL PIERRE BALLROOM
Monday May 6 5:00 P.M.	FALL COLLECTION IN CALIFORNIA By invitation. Thereafter by appointment. Contact: 213-879-0508.	GEORGIA BULLOCK (122 E. 7TH ST.)	BEL AIR COUNTRY CLUB BEL AIR, CALIF.
Beginning Monday May 6	FALL COLLECTION IN CALIFORNIA Continuous showings of day and after-five crepe and chiffon dresses. By appointment. Contact: 213-278-7618.	H. CHARLES, INC. (BEVERLY HILLS, CALIF.)	CALIFORNIA MART ROOM 320
Tuesday May 7 11:00 A.M. & 2:30 P.M.	PRESS PREVIEW: FALL LINGERIE Preview of Fall lingerie and underfashions. By invitation. Contact: Mona Scully, MU. 9-4200.	VAN RAALTE	417 FIFTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 7 12:00 Noon Luncheon	CHILDREN'S DIVISION LUNCHEON MEETING Co-chairmen: Vivian Auerbach, Regal Knitwear; and Laura Kruger, Bloomingdale's. Prices: \$12.00, members; \$15.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	N.Y. HILTON HOTEL BALLROOM
Beginning Tuesday May 7	FALL COLLECTION IN CALIFORNIA By appointment. Contact: 213-879-0459.	JEAN LOUIS	2020 STONER AVENUE LOS ANGELES, CALIF.
Thursday May 9 4:00 P.M. Aperitif	SIXTY-NINTH ANNUAL FASHION SHOW Show at 4:30. By invitation only. Contact: Shirley Mason, 622-2200, Ext. 314.	PRATT INSTITUTE (BROOKLYN, N.Y.)	HOTEL ROOSEVELT GRAND BALLROOM
Tuesday May 14- May 23	FALL LINGERIE MARKET WEEK Daily showings at 10:00, 11:30, 2:30 of Fall lingerie and underfashions. Contact: Mona Scully, MU. 9-4200.	VAN RAALTE	417 FIFTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday May 15 10:00 A.M. Coffee	PRESS PREVIEW: FUR COLLECTION "Fashion Moves in Fur"--ready-to-wear, couture '68-'69: coats, suits, dresses, skating costumes; men's fur coats and parkas; children's furs. By invitation. Publicity: Lisa Curtis, 684-7444.	FUR & SPORT	224 WEST 30TH STREET SHOWROOM - 11TH FLOOR
Tuesday May 21 9:00 A.M. Breakfast	PRESS PREVIEW: FALL COLLECTION Designed by Victor Costa. By invitation. Thereafter by appointment at showroom (16th floor). Contact: WI. 7-7200. Publicity: Eleanor Lambert, MU. 8-2130.	SUZY PERETTE (498 SEVENTH AVENUE)	UMBERTO 13 EAST 53RD STREET



THESE ADVANCE FALL COLLECTIONS HAVE OPENED - CONTINUOUS SHOWINGS

ARBE KNITS . . . . .	498 Seventh Avenue, 11th floor, 594-0220
JOAN ARKIN KNITS . . . . .	530 Seventh Avenue, 6th floor, WI. 7-5324
CARLYE DRESS . . . . .	498 Seventh Avenue, 9th floor, WI. 7-9258
FEDER FASHIONS . . . . .	498 Seventh Avenue, 2nd floor, LA. 4-9862
GINORI . . . . .	498 Seventh Avenue, 12th floor, 244-4701
HIGHLANDER SPORTSWEAR . . . . .	1407 Broadway, 32nd floor, LW. 4-1510.
JANTZEN . . . . .	1407 Broadway, 18th floor, 524-1434
JUNIOR ACCENT . . . . .	498 Seventh Avenue, 10th floor, LO. 4-1434
JUNIOR SOPHISTICATES KNITS . . . . .	498 Seventh Avenue, 4th floor, LO. 4-0462
LADY MANHATTAN . . . . .	1407 Broadway, 15th floor, 765-1250
LESLIE FAY . . . . .	1400 Broadway, 16th floor, LW. 4-9000
McMULLEN SPORTSWEAR . . . . .	550 Seventh Avenue, 20th floor, OX. 5-4270
MAGGI B . . . . .	488 Seventh Avenue, 3rd floor, 563-0665
MAJESTIC . . . . .	1410 Broadway, 16th floor, LO. 4-3113
MARBERNI KNITS . . . . .	1407 Broadway, 8th floor, BR. 9-5871
MAM'SELLE . . . . .	498 Seventh Avenue, 9th floor, CH. 4-7373
MICIA OF ROME . . . . .	1400 Broadway, 5th floor, 244-4131
MR. THOMSON . . . . .	1410 Broadway, 22nd floor, WI. 7-6700
NANNETTE INTERNATIONAL . . . . .	1410 Broadway, 18th floor, WI. 7-8130
JOANNA NELSON . . . . .	488 Seventh Avenue, 3rd floor, 563-0665
PAUL PARNES INTERNATIONAL . . . . .	498 Seventh Avenue, 10th floor, CH. 4-4600
TANNEL-YOUNG VIEWPOINT . . . . .	1400 Broadway, 27th floor, 244-4131
TOPU FUKU . . . . .	1407 Broadway, 9th floor, LA. 4-8352
ULLA . . . . .	550 Seventh Avenue, 4th floor, 279-6310
VASKENE . . . . .	1410 Broadway, 34th floor, 279-6153

\*\*\* OUT OF DATE ORDER

Monday	CAPSULE COLLECTION:	GEORGES KAPLAN	730 FIFTH AVENUE
April 22	ADVANCE WINTER FURS		SALON
11:30 A.M.	Press preview featuring new furs by Paco Rabanne and Andre Simon. By invitation. Contact: Miss Jackie, CI. 6-3416.		



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